

ABSTRACT

Systems for incentive enabling and demographic generation in order to allow content owners, distribution entities, advertisers and others to learn more about consumers and to incentivize consumption of certain media products, infrastructure devices, or consumer products, among others. Preferably, systems according to the present invention include an integrating functionality which receives, stores and processes certain user demographic information with user content activity information, such as, for instance, streaming a particular song by a particular artist for a particular number of milliseconds, in order to award points or other incentives and to map various characteristics of content being consumed against user demographics. Functionality at the client level monitors content being streamed and reports information about that content, together with user demographic information, to the integrating functionality, or when the user is not logged in stores it locally for later reporting. Other functionality at the client level allows the user to navigate the integrating functionality, logon, check incentive account status, update contact information, participate in redemption of rewards, and perform other activities.